Institute of Management Studies,

Devi Ahilya Vishwavidyalalaya, Indore

Strategic Plan

Values

We have adopted the core values and workplace values as defined by the University.

Vision

Excellence in all areas of performance of everyone associated with the Institute and to impart quality education.

Mission

IMS commits itself to identify young people with professional and entrepreneurial aspirations, talents and determination and trigger them off to become excellent inspirational leaders in their chosen pursuits by developing in them skills, insights, abilities, healthy habits, right perspective and clear vision. It focuses on holistic management education, training and conditioning of students through intellectual and informational inputs and activity centred experiential self-discovering process to embolden them to assume responsibility, take charge and lead effectively.

Objectives

The IMS aims at becoming one of the best business schools in India by leveraging its heritage, building on its competencies, tapping emerging opportunities, crafting resource base and embracing challenges. In order to realize its vision and mission, the Institute will have following objectives:

- To provide educational and personality development facilities for preparing young men and women for challenges in management careers;

- To equip those who are already engaged in managerial positions at various levels with up-to-date knowledge of modern management concepts and;

- Techniques as to help them, strengthen their professional abilities;

- To conduct research and contribute to the growth of knowledge of management in a cross-cultural context; and

- To provide consulting services to business organizations and public systems and also conduct need-based training programmes for their executives.

Strategic Focus

Development, Quality and Excellence

Thrust Areas of Performance

1. Nurturing Culture

2. Human Values and Professional Ethics

3. Academic Excellence

4. Research and Innovation

5. Holistic Development of Students

6. Capacity Building (Teaching and Non-Teaching)

7. Infrastructure

8. Governance and Systems

9. Collaboration

10. Self Reliance

11. Sustainability

12. Social Connect

13. Branding and Communication

14. Welfare Activities

15. Gender Equity

16. Differently-abled Friendliness

17. Other Practices

1. Nurturing Culture

Nurture a culture of value based conduct, behaviour, ownership, pride, belongingness and commitment of students, teachers and staff for excellence in all areas of performance.

Action Points

- Create an environment of trust, respect, brotherhood, peace, openness and equality for all associated with the institute.

- Create an inspiring and vibrant learning environment for holistic development of all the students.

2. Human Values and Professional Ethics

To promote and practice human values and professional ethics by all the stakeholders in all areas of performance

Action Points

- Code of conduct for students, teachers and support staff

- Display of core values in the institution and on its website

- Conduct activities for promotion of national integration and communal harmony

- Promote values and professional ethics for academic integrity and transparency

3. Academic Excellence

1. To provide quality education at all levels.

2. To institute and upgrade courses for emerging needs of stakeholders including industries, research institutions, government organizations and society.

3. To innovate and adopt technology enabled pedagogy.

4. To chalk out scholastic and co-scholastic activities to make the educational environment more lively, vibrant, congenial and conducive

Action Points

- Course Revision: Revise all the courses of all the programmes offered by IMS involving all the stakeholders.

- Benchmarking to meet global standards in courses

- Upgrading the study material

- Reintroduction of Major Research Projects / Field Projects / Minor Projects for students on Select basis

- Developing e-content and cases studies

- Use of ICT in teaching learning process

- Use of innovative pedagogy

- Introduce new programmes: Short Term Diploma and Certificate programmes

- Introduce foreign language

- Value added - skill oriented programmes in collaboration with Industry/Experts

4.   Research and Innovation

1. To promote research in new, emerging and thrust areas.

2. To create environment and facilities for quality research.

3. To provide facilities, support and resources for quality research.

Action Points

- Research Publications in Quality Journals

- Research Projects from Funding Agencies

- Participation in conferences, seminars and workshops

- Organizing international and national conferences, and workshops

- Establish and start **Knowledge Forum** to organize academic activities such as faculty seminars, presentations, expert lectures, workshops etc.

- Establish a **Centre for Innovation, Incubation and Entrepreneurship**

- Establish a **Centre for Case Research**

- **Start a Research Journal (Be a part of the University Journal)**

5. Holistic Development of Student

1. To design multifarious activities viz. Academic, Cultural, Environmental, Sports and others for holistic development of the students

2. To inculcate values along with professional and leadership qualities among faculty, staff and students

   Action Points

- Allow students to organize and participate in various activities

- Student Handbook

- Fully functional Student Clubs

- Annual Events - Pratispardha, Hyurisko, Brand Bazar

- Conclaves

- Industrial Visits

- Weekly Seminars/Expert Lectures

- Student Development Cell activities

- Language Lab

- Placement Activities

- NSS

- **Fully functional - technology enabled Alumni Cell**

- **Industry Mentorship** with support from Alumni - Each volunteering alumni to adopt a student as mentee / to provide mentorship to one / two students for the entire duration of study in the Institute.

6. Capacity Building

1. To appoint, develop and promote competent and expert faculty members and staff

2. To benchmark and develop world class competencies for academic excellence.

3. To develop academic and administrative staff of high calibre

Action Points

- Filling up vacant faculty and staff positions by competent and expert people

- Make efforts for timely promotion and enhancement/increments in salary

- Regular appraisal of faculty and staff members

- Faculty participation in FDPs, Training Programmes, and Workshops

- Organizing FDPs, Training Programmes, and Workshops for faculty members and staff

- Industrial training for faculty members

7. Infrastructure

1. To create state of the art learning centres with eco-friendly design and modern amenities.

2. To develop aesthetically appealing clean and green campus.

3. To adopt regular and preventive maintenance practices for civil, electrical and mechanical utilities.

Action Points

- Ensuring Cleanliness, Hygiene, Light and Ventilation in the premises

- Maintenance of classrooms

- Enough furniture for all classes

- Projectors and Screens for all classrooms

- Developing one classroom as Multimedia classroom in auditorium style

- Renovation of Auditorium

- Maintenance of Conference Hall

- Renovation of Computer Centre

- Up-gradation and Automation of Library

- CCTV Surveillance of the entire IMS premises including building, classrooms, library, computer centre, conference hall and auditorium

- New Parking Zones for students, staff and faculty

- Renovation of old washrooms, specially ladies washrooms, and construction of new ladies washrooms for students

- Girls common room

- Renovating **Sahchintan** (Student's Common Place)

- Visiting Faculty room

- Waiting area for visitors

- Pantry in the faculty wing on the ground floor and administrative wing

- Facilities for Indoor Sports - Table Tennis; Chess, Carom Board

- Regular maintenance of civil and electrical works

- Sufficient Power Backup

- Meditation / Yoga Room

- Plantation

- Maintenance of telephone lines and exchange system

- Information Centre / Reception Desk

- New Building

8.   Governance and Systems

1. To develop systems for smooth conduct of academic, financial and administrative operations in the institute

2. To ensure participatory, transparent and good governance at all level in the Institute

3. To improve financial planning and control systems for better resource mobilization.

Action Points

- Defining, documenting, developing, integrating, and implementing technology enabled systems for effective and efficient functioning:

- Developing and implement Student Management System to integrate all the activities from admission, fee, enrolment, attendance, examinations etc. to result declaration.

- Office management system for administrative and financial activities

- Exams, Evaluation and Result Management System

- In-house result processing

- Strengthening Placement System

- Maintenance and Updation of Institutional Database - Faculty, Staff and Student

- Strenghtening IQAC -DQAC activities for quality assurance

9.   Collaborations

1. To identify opportunities and create facilities for attracting foreign students, researcher and teachers to the university

2. To identify opportunities for the students and teachers of the university to get exposed to international teaching and research.

   Action Points

- Collaborate with national and international academic institutions, industries, and government organizations for mutually benefits - teaching, research, training, internships, consultancy, exchange programs etc.

- Organize Industrial tours / visits

- Interaction with IIM, IMA and other local institutions

10. Self Reliance

- To explore newer avenues for generating revenues from internal and external sources.

   Action Points

- Conduct MDPs, Training Programmes, Short Term Diploma and Certificate programmes, funding from government and non-government bodies.

11. Sustainability

1. To practice the principle of recycle, reduce, rethink, reuse and recreate for the sustainable development

2. To promote energy efficient and eco friendly practices for infrastructure and systems development.

3. To work for optimize utilization of physical resources.

4. To maintain and promote clean and green surroundings.

   Action Points:

- **To create a student club - Environment Group for promoting and practicing sustainability activities**

- Regular Energy Audit

- Use of Energy efficient devices and alternate sources of energy

- Rainwater Harvesting

12. Social Connect

1. To develop a sense of social responsibility among faculty staff and students

2. To galvanize the activities for sensitization, awareness and active participation of various stakeholders

3. To ensure involvement and training of local community for their empowerment

Action Points

- **To create a student club - Social Connect Group** - Internship and Social Projects in NGOs or Local bodies **(Non Credit - Non Evaluative Course)**

- Organize and participate in community development programmes.

13. Branding and Communications

1. To establish a widespread visibility of the institute in academics, industry and society.

2. To enhance interactivity of institute with all stakeholders

3. To ensure consistency and clarity in all elements of communication.

Action Points

- Use of institutional logo, colour, fonts etc for standardizing identity

- Use of digital platform for regular communication with stakeholder

- Regular meetings with stakeholders

- Participation in local, national and international events

- Memberships of various academic - corporate bodies

- Participation in Institutional Rankings / NIRF

- Being ambassador of the Institute: All the faculty members and staff to posses basic information about the programmes and processes of the Institute.

14.   Welfare Activities

1. To maintain the general well being of all concerned.

   Action Points

- Grievance redressal system for students, staff and faculty.

- Regular meetings and get-togethers

15.   Gender Equity

1. To maintain Gender equity in all areas of performance

   Action Points

- Gender Sensitization Programs

- Women Welfare Cell

16.   `Differently-abled (Divyangjan friendliness)

1. To provide facilities and support to Differently-abled (Divyangjan) people

   Action Points

- Resources availability for Divyangjan in the institution

17.   Other Institutional Practices

- Earn while you learn scheme

- Students to come in Formal Dress at least once in a week (Preferably Monday or Saturday)

- Organise special lectures / industry seminars for students on every Saturday

- Enforcing disciplinary practices among student, staff and faculty

- Floor wise allocation of duties and supervision

- **I Love My Institute Campaign**